

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

YAT & C (PMU) Department – Tourism Promotion – Press conference at Taj Mahal, Mumbai on 11<sup>th</sup> July, 2013 – Sanction of Rs.3,85,031/- (Rupees three lakhs eighty five thousand and thirty one only) – Orders – Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 773

Dated 05.10.2013.

Read the following:-

1. G.O.Rt.No.496, YAT & C (PMU) Deptt., Dated 25.06.2013 read with G.O.Rt.No.555, YAT & C (PMU) Deptt., Dated 15.07.2013.
2. From M/s. Adfactors PR Private Ltd., Mumbai, Lr. Dt.25.07.2013.

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O R D E R:-

Andhra Pradesh is rich in its culture, traditions, hospitality and heritage, it is also famous for its tourist attractions like Pilgrim Centre, Buddhist Heritage Sites, the Forts and palaces etc., For promotion and development of Tourism a number of activates has been initiated by the State Government by putting up counters at various destination, printing of brochures, posters, scrolls, Electronic Media etc. and conducting A.P. Tourism Press Conferences, Road shows at various States / Countries.

2. In the reference 1<sup>st</sup> read above, orders were issued duly empanelling two agencies viz., M/s. Adfactors Advertising, Mumbai and M/s. JWT Mindset Advertising Private Limited, Mumbai for undertaking National & International Media Campaigns through print, electronic, outdoor and online for 'A.P. Tourism' in key source markets in India and Abroad w.e.f. 23.05.2013.

3. In the reference 2<sup>nd</sup> read above, M/s. Adfactors PR Private Limited, Mumbai has submitted bill for an amount of Rs.3,85,031/- towards expenditure incurred on behalf of Tourism Department, Government of Andhra Pradesh for organizing press conference at Taj Mahal, Mumbai on 11<sup>th</sup> July, 2013.

4. Government, after careful examination of the matter hereby sanction an amount of Rs.3,85,031/- (Rupees three lakhs eighty five thousand and thirty one only) to M/s. Adfactors PR Private Limited, Mumbai towards expenditure incurred on behalf of Tourism Department, Government of Andhra Pradesh for conducting A.P. Tourism Press Conference at Taj Mahal, Mumbai on 11<sup>th</sup> July, 2013.

5. The amount sanctioned at para-4 above shall be debited to the following Head of Account:-

"3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH-11- Normal State Plan, SH (20) – PMU – Promotion of Tourism / Events, 500-Other Charges, 503-Other Expenditure".

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-4 above and disburse the same to M/s. Adfactors Advertising, Mumbai through online. The following are bank account details:

Bank	:	Standard Chartered Bank
Bank Branch	:	M.G.Road, Fort, Mumbai.
Bank Account No.	:	2250 6046 075
IFSC Code	:	SCBL 00 36046

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To

M/s. Adfactors Advertising, Pandurang Budhakar Marg, Lower Parel(West), Mumbai-13.

The Assistant Secretary to Government and Drawing &

Disbursing Officer, YAT & C (PMU) Department.

The Deputy Pay and Accounts Officer, A.P. Secretariat, Hyderabad.

The Accounts Officer, YAT & C (PMU-Claims) Department.

SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER